March 18, 1997

To All Region Managers/Account Executives

Subject: Adjustable Pole Display

On March 21, 1997 an FSC Letter (advance copy attached) will be sent to the Field explaining the new Adjustable Pole Display. The main points of the letter are as follows:

- **Maintenance of our current two Full Prices Displays (Footprints) Objectives/Strategies have not changed.**
- Introduction date will be the week of April 24, 1997.
- All sales areas will be able to order the APD's (allocated) starting the week of April 24, 1997.
- Planning which retail accounts will get the APD's first must be focused on from a top down prioritization.
- Ordering procedures.

It is critical that before any of your people start selling the APD they have a thorough understanding of how the APD supports the existing contract in a retail outlet. **The number of existing full price displays and facings must not be reduced when placing the APD. Our current strategies stay in place and you should ensure all your people are clear on this issue.** The APD has been developed to heighten the awareness/impact of RJR's Priority Brands and their respective messages/initiatives. **The design of the APD does offer us an opportunity, due to it's flexibility, to possibly improve our location(s) and we should take full advantage when this condition exists.**

Dave	*Jim*	*Rick*	*Pat*
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Source: https://www.industrydocuments.ucsf.edu/docs/gsmy0000